

ABSTRACT TO THE SUBSTITUTE SPECIFICATION

A method of interactive television providing for generating, transforming or displaying video information taking into account individual peculiarities of the user's eye and individual peculiarities of a group of viewer's eyes. The method provides simultaneously all or, at least, two operations from the above operations of formation, conversion and transmission of video signal and display of video information perceptible on the screen of information display facilities for one and/or a group of users or an unrestricted group of users. This is accomplished by one or a combination of various video editing and transmission adjustment techniques.